Amendments to and Listing of the Claims:

Please cancel claims 91-113 and add new claims 114-148 as follows:

1-113. (canceled)

114. (new)   In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:

(a) monitoring viewer interactions with a multimedia device to create a viewing record;

(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on one or more aspects of the viewing record; and

(c) inferring the gender of the viewer based on the probabilistic measure.

115. (new)   The method of claim 114 wherein the viewing record includes the number of channel changes made by the viewer.

116. (new)   The method of claim 115 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

117. (new)   The method of claim 114 wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

118. (new)   The method of claim 114, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.

119. (new)   The method of claim 114, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

120. (new)   The method of claim 114 wherein the viewing record includes the number of channel changes made per time period.

121. (new)   In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:

          (a) monitoring channels viewed in a multimedia device by the viewer to create a viewing record;

          (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on the viewing record; and

          (c) inferring the gender of the viewer based on the probabilistic measure.

122. (new)   The method of claim 121 wherein the heuristic rules assign the probabilistic measure based on monitored channel information in the viewing record.

123. (new)   The method of claim 121 wherein the viewing record includes the number of channel changes made by the viewer.

124. (new)   The method of claim 123 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

126. (new)   The method of claim 121, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.

127. (new)   The method of claim 121 wherein the viewing record includes the number of channel changes made per time period.

128. (new)   In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:

    (a) monitoring viewer interactions with a multimedia device to create a viewing record, wherein the viewing record includes the number of channel changes made by the viewer within a time period;

    (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on the number of channel changes in the time period; and

    (c) inferring the gender of the viewer based on the probabilistic measure.

129. (new) The method of claim 128 wherein the time period is pre-defined.

130. (new) The method of claim 128 wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

131. (new) The method of claim 128, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.

132. (new) In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:

(a) monitoring viewer interactions with a multimedia device to create a viewing record;

(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on one or more aspects of the viewing record; and

(c) inferring the income of the subscriber based on the probabilistic measure.

133. (new) The method of claim 132 wherein the viewing record includes the number of channel changes made by the subscriber.

134. (new) The method of claim 133 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

·135. (new)   The method of claim 132 wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

136. (new)   The method of claim 132, wherein the heuristic rules assign probabilities of a viewing record being associated with an income group based on the viewing record.

137. (new)   The method of claim 132, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

138. (new)   The method of claim 132 wherein the viewing record includes the number of channel changes made per time period.

139. (new)   In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:

(a) monitoring channels viewed in a multimedia device by the subscriber to create a viewing record;

(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on the viewing record; and

(c) inferring the income of the subscriber based on the probabilistic measure.

140. (new)   The method of claim 139 wherein the heuristic rules assign the probabilistic measure based on monitored channel information in the viewing record.

141. (new)   The method of claim 139 wherein the viewing record includes the number of channel changes made by the subscriber.

142. (new)   The method of claim 141 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

143. (new)   The method of claim 139, wherein the heuristic rules assign probabilities of a viewing record being associated with an income group based on the viewing record.

144. (new)   The method of claim 139 wherein the viewing record includes the number of channel changes made per time period.

145. (new)   In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:

       (a) monitoring viewer interactions with a multimedia device to create a viewing record, wherein the viewing record includes the number of channel changes made by the subscriber within a time period;

       (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on the number of channel changes in the time period; and

(c) inferring the income of the subscriber based on the probabilistic measure.

146. (new)   The method of claim 145 wherein the time period is pre-defined.

147. (new)   The method of claim 145 wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

148. (new)   The method of claim 145, wherein the heuristic rules assign probabilities of a viewing record being associated with an income group based on the viewing record.